

VIZIO Ads: The Future of TV

VIZIO's premiere entertainment ecosystem gives advertisers mass reach, digital precision, and validated impact.

AWARD WINNING SMART TV AND ENTERTAINMENT PLATFORM

Ad Solutions



Direct-to-Device

VIZIO's ownership of the hardware, software and data validates viewership and ensures ads are served without fault.



Exclusive Data-Driven Inventory

Powerful Home Screen and video placements in a brand safe environment, powered by award winning, industry trusted Inscope ACR viewing data.

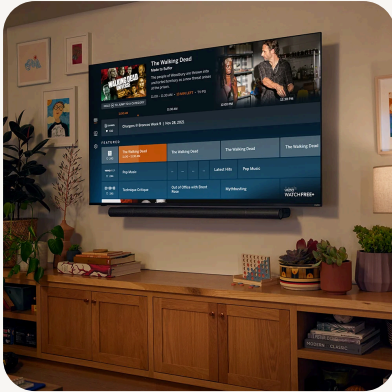


Innovations for Marketplace Challenges

Grow Incremental Reach, control for optimal frequency, extend your TV-first campaigns to every device and more.

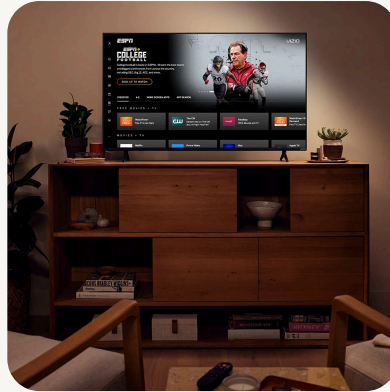
CONTENT UNLOCKED

TV Experiences



WatchFree+

Delivers over 300 live TV channels plus more than 25,000 On Demand movies and shows, all available directly on the VIZIO TV, all free.



Apps & Partners

All the premium apps viewers demand with ad-supported opportunities to reach them.



Branded Content

Original series, built from scratch. Premium production capabilities give viewers more of the content they love, with your brand messaging woven seamlessly into every episode.

OPT-IN, GLASS LEVEL DATA FROM MILLIONS OF DEVICES

Currency Grade Data & Analytics



Industry Leading ACR

Powering the full-funnel TV measurement movement, tap into real-time glass level Inscope ACR data.

Full Funnel Attribution

VIZIO Analytics helps advertisers plan, target, measure, optimize and validate multi-platform campaigns.

Closed Loop Media Solutions

Reach underserved TVs and validate media spend with incremental reach reporting throughout your campaign.

FOX



Paramount

NBCUniversal



Trusted By Industry Leading Agencies

Hear From Our Partners

“VIZIO is playing a very strategic role in our future plans and vision. The fact that they have so much data at their fingertips is going to help us make better decisions on everything that we do as an agency and as advertisers.”

Brad Stockton | Dentsu

MISSION ORIENTED PARTNERSHIPS

Helping Advertisers and Content Owners Achieve Their Goals

2 Billion Hours

Time spent per year
engaging with the VIZIO
platform

95% Tune-In Lift

The impact of VIZIO ads
against top-of-funnel
goals

3x Conversion Increase

The impact of VIZIO Ads
against bottom-of-funnel
goals

News & Insights

News →

The latest updates, innovations,
and events company-wide.

Insights →

Thought leadership and analysis
on issues affecting the TV
advertising industry.

Events →

Where we've been, where we'll
be, and where you can attend.

Resources

Case
Studies

Reports
and
Research

Agency
Resource
Center



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